

NEWS RELEASE



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DVX SUN+SAFETY EYEWEAR ANNOUNCES NEW SPONSORSHIP AGREEMENT WITH KYLE BUSCH

Pick Up a Pair of the Defending NASCAR Sprint Cup Champion's Preferred Eyewear At Any One of Over 2,800 Walmart Vision Centers Nationwide

DVX™ Sun + Safety Eyewear has announced a sponsorship agreement with Kyle Busch, a name recognized and respected by NASCAR fans across America and around the world, through which he will serve as brand ambassador for this full line of affordable, high-performance protective eyewear for men and women.

"We're honored to be working with Kyle and look forward to supporting him as he defends his NASCAR Sprint Cup Championship this year," said DVX Co-Owner Myles Freeman, Jr. "With everything he has accomplished since returning to the track just over a year ago, Kyle personifies rugged determination and commitment. He's the kind of athlete and human being you're proud to root for — and this is precisely the image we want for our line of sunglasses," added Freeman.

Busch missed the first 11 NASCAR Sprint Cup Series races of 2015 following a head-on collision that left him with a compound fracture of the lower right leg and a mid-foot fracture of his left foot. Just getting back on the track after a wreck like this might have been success enough for some racers, but not Busch. Even after missing all these early-season races, he finished the 2015 campaign with five victories and his first Sprint Cup Championship title. His title defense in 2016 has been no less impressive, with three wins in the first 11 races of this year. This gives Busch eight wins over his past 32 races.

"In other words, Busch is a winner — and the ideal person to be the face of DVX Sun+Safety Eyewear on the track, in stores and in various merchandising materials seen across the country," added Freeman. Busch is a proven winner off the track, as well. His Kyle Busch Foundation and the Kyle & Samantha Busch Bundle of Joy Fund provides assistance and access to treatment for in-need families struggling with infertility — just one example of the many ways Busch gives back to the fans and the community at large.

DVX Sun + Safety eyewear is designed to deliver crystal clear vision and advanced eye protection while working, driving, riding motorcycles, bicycling or enjoying any other outdoor activity. All DVX sunglass models meet tough ANSI-Z87 High Velocity and High Mass Impact Safety standards, providing true OSHA-grade vision protection for people who enjoy the active lifestyle.

DVX Sun + Safety glasses are constructed from virtually indestructible Triloid™ Nylon, a lightweight material that combines the flexibility of rubbers, the strength of plastics and the formulation of thermoplastics. All DVX styles are designed for good looks, wearing comfort and performance, with features including rubberized nose pads and temple tips for a secure, yet comfortable fit during high-action activities.

Even with all this style, protection and versatility, DVX glasses are affordably priced (\$48 for non-polarized and \$78 for glare-cutting polarized models). Almost all DVX Sun + Safety eyewear models are Rx-ready, making them an ideal and versatile option for anyone who needs corrective lenses for work or recreation. Selected models are also offered in DVX's unique Rx-Rim configurations, allowing them to accommodate a wide range of prescription lens options.

The full line of DVX Sun + Safety eyewear is available in over 2,800 Walmart Vision Centers nationwide. For more information visit dvxeyewear.com.

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